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Original Research Article

A Study Assessing the Brand Loyalty Creation by Promotion Mix for KOTON Brand

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Abstract: Today, the competitive markets are full of similar products and goods which sometimes do not have any physical differences also. Therefore, there is a need for the companies to develop a specific feature which makes their brand distinguishable from the commonly available products in the same category. Research problem observed was to have the conceptual verification for promotion mix impact on creation of brand loyalty in the specific case of KOTON brand. The research has adopted the quantitative research method where the design of research is descriptive. Simple random sampling technique of probability sampling is applied for choosing respondents with sample size of 216 respondents. A survey instrument has been adopted to collect the data which comprises of two sections; the first section is of demographic information (Gender, Age, Marital Status, Level of Education and Family Income). The second section is related to Sales Promotion activities (Advertising: Item 1 - Item 4; Sales Promotion: Item 5 - Item 8; Public Relation: Item 9 - Item 12, and Personal Selling: Item 13 – Item 16) and Brand Loyalty consisting of Item 17 - Item 21. The scope of the study is well defined where conceptual scope is promotion mix and brand loyalty, industrial scope chosen is KOTON brand, and the geographic scope is taken as the Kurdistan region for the present study. Data analysis performed using SPSS 24 for statistical tests includes Percentage, Frequency, One sample T-test, Correlation and Regression. Research problem got the solution fulfilling research objectives formulated as the Brand Loyalty of consumers towards KOTON brand. Promotion Mix has shown the highest effect (B) on Brand Loyalty with .472, and the correlation is (Beta) .275. The four variables tested with respect to Brand Loyalty and they justified that Personal Selling has the highest B value (.451) and Beta .315. Public Relation is the second important variable followed by Advertising with a comparatively lower B and Beta, whereas the Sales Promotion has the least relationship where (Beta) and effect (B) shows the minimum impact on Brand Loyalty. Therefore, the research concluded that Promotion Mix has a strong correlation and effect on creation of loyalty, where the Personal Selling has the highest importance and Sales Promotion has the least importance in loyalty creation.

Keywords: Brand, loyalty, advertising, sales promotion, public relation, personal selling.

INTRODUCTION

In contemporary era of competitive markets, maintaining customers and preserving their brand loyalty has become a critical factor in sustaining any business for long term. Today, most of the brands are trying hard to remain in trend and compete in world markets to improve their consumer base. Several marketing and promotional strategies are designed to cater to these needs and requirements of the consumer. The purpose of this study is to evaluate the efficacy and relationship between promotion mix activities and brand loyalty of the consumers. The study is conducted in Kurdistan (KRG) for the 'KOTON' brand through online structured survey questionnaire takes promotion mix activities as independent variable and brand loyalty as a dependent variable. Negadeepa, C. et al. (20015) believes that there are several promotional tools which are used to influence sales efficiency which includes the sponsorship aspect along with discount offers. There can be multiple promotional tools for a single product or brand. Today's market which is highly competitive requires much more promotional endeavor. Akbar & Majidazar (2012), opines that various combinations of promotional activities are used within a short span of time to increase consumer's purchases.

As per the challenges of today's business, numerous efforts and strategies are created to attract potential customers and attempts are made to maintain their loyalty. Therefore, the aspect of customer

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satisfaction is not the only thing to be kept in mind while promoting brands. The brand loyal customers are ready to pay additional for attaining the advantages of their favorite brand. One of the ways to know the customer inclination and market trend is to apply promotion mix to identify the customer needs in today's competitive market (Fakhimi Azar, Akbari Vanehabad, & Rasouli, 2011). The promotion mix is the combination of advertising, personal selling, sales promotion and public relations.

If the association between these promotions mix and brand loyalty is determined, the brand can easily maintain steady profit. Rahmani, Z. et al. (2012), found that the regression result shows that among the five techniques, there is the most significant relation between two techniques namely; rebates and discount offer which has a crucial influence on the customers impulsive buying behavior. Obeid, M. (2014) discusses that sales promotion is the way to attract more consumers to buy more or test a product or services. He also mentions that there are critical consequences of promotions on increasing the sales. Negadeepa, C. et al. (2015) mentions that the aim is to display the strong effect of several economic and non-economic promotional activities on brand loyalty and emphasizes its relevance to the product. The present research helps the brand to strengthen their varieties and financial functioning through appropriate planning policies and approaches. Today, the competitive markets are full of similar products and goods which sometimes do not have any physical differences also. Therefore, there is a need for the companies to develop a specific feature which makes their brand distinguishable from the commonly available products in the same category. The perception about any brand gives a psychological satisfaction to the consumer about the risk factors involved while purchasing any products form the valued brands. These possibilities are measured as effective features in valuing the product before purchasing it. Advertising communes a meaning to a particular set of audience and creates response in the shape of selling of the product. Successful advertising demonstrates the merchandise's worth and gives clients a purpose to buy. There are several ways to endorse a product. Increasing a brand appeal sets the pitch of the promotion and expresses what the directed consumer crowd should do. The approach addresses the significance that is to be communicated while innovative tactics decide how the plan is actually executed.

LITERATURE REVIEW

Several studies have been published regarding the sales promotion, marketing mix and brand loyalty. Yet, the study explores some of the recent literature available on the subject matter. Sales Promotion refers to the way of informing people about the products and the process of encouraging the consumers to buy their brands. The act of promotion incites inquisitiveness and sometimes even compel the consumers to purchase. Several promotional tools such as free samples, discount offer, lucky draw have resulted in a greater impact on the customer's choice for trying new brands. Promotion is grounded on the interaction and communication and encompasses all such techniques which help in delivering a particular message (Khazaei Pool & Baloee Jam Khaneh, 2011). Promotion of design instruments to purchase faster is restricted to a time period (Valette-Florence, Guizani, & Merunka, 2011).

Promotions lead towards developing awareness about the brand and also for all the endorsed commodities and brands (Huang & Sarigollu, 2012; Buil et al., 2013). It is to be noted that repeated sale promotions like reduced or discounted prices within a short duration of time might impede the brand image signaling it to be a low-quality or outdated type. The socialization and social capital of individuals plays an important role while creating an idea of 'self' (Singh, 2020). Repeated price endorsements may puzzle the costumers as they might not comprehend that why such branded products are selling at such a discounted rate. As per the theory of self-perception, it is observed that if the customers are attracted towards a particular brand because of some external reasons such as price affordability rather than the product quality or any internal reason, then there are high chances of such customers to change their brand loyalty as and when such external reasons are removed (Baldauf et al., 2009; Buil, Chernatony, & Martinez, 2013).

Today, brand is contemplated as an intentional requirement of companies which alleviates them in assigning more worth on consumers and increasing competitive benefits (Gilani Nia & Mousavian, 2010). The idea of brand is described as a particular name, symbol, design, sign or an amalgamation of them which is planned to identify the commodities and products of any one trader or a group of suppliers and to distinguish them from their competitors (Eckert, Louviere, & Islam, 2012). For customers, brands refer to define producers, goods, product usefulness, and the perception about the firm and are transformed into a way for purchasing choices (Sheng, & Teo, 2012; Wang, & Tzeng, 2012). The concept of Brand loyalty refers to one of the most authentic ideas in the field of marketing and it denotes to upholding customer's commitment to re-purchase the products from the same brand and continuously choose the same brand in future as well (Chandon, Leo, & Philippe, 1997).

The chief objective of brand managing is to acquire loyalty from the customer (Boo, Busser, & Baloglu, 2009). A loyal client is not only a frequent purchase himself but is also very important link between the concerned brand and the potential customers through lip service and brand appraisal in their friend circles and peer groups (Gharecheh &

Dabooeian, 2011). Generally, the researchers have expressed brand loyalty as something which reflects as a profound commitment to re-buy the same brand products regularly in the future, notwithstanding situational impacts and marketing strategies to change behavior (Baldauf, Cravens, Diamantopoulos, & Zeugner-Roth, 2009; Camarero, Garrido, & Vicente, 2010; Chattopadhyay, Dutta, & Sivani, 2010). Moreover, brand loyalty also refers to the precedence while choosing the brand which makes them to re-purchase and re-use the producyts from the same brands and even recommend it to others as well (Biedenbach, Bengtsson, & Wincent, 2011).

Brand loyalty indicates to some promotion benefits like cost reduction, profit making and optimistic word of mouth (Chen, Su & Lin, 2011). Ahmad, S. & Fatawu, A. (2014) found that the sales promotion is able to hold back the customers in tele communication network via sales promotional inducement. Faruqui, F. & Alam, S. (2009) says that there had been appreciable interest in the sales pronominal effect through several dimensions such as the price perception of consumers, brand option, changing the brand behavior, rating the equity brand, effect on perception of brand. Neha, S. & Monoj, V. (2013), suggested that lots of companies are spending as much as 75% during sales promotion and 25% during adverting from their total budget of promotion. Obeid, M. (2014) mentions that sales promotion can have excited behavioral reaction such as; switching the brand, stock, buying acceleration, trial of product, spending bigger amount and from an economic view, price promotion stimulate changing the brand through raising the utility of any brand. Nazish, S. & Malik, S. (2011) has exposed that the consumer promotion has more impact on the consumers to buy larger number of products these days and this can be utilized quickly.

Sanusi (2014) identifies book promotion is an important element in the marketing mix, it is an instrument which is utilized by large and small businesses to inform, convince and put in mind of the customers about the product and the services while maintaining the visibility in the market. Customer contentment is essential for long-term accomplishment in trade and is also an important aspect in marketing research (Nam, Ekinci, & Whayatt, 2011). The foremost stimulus for rising importance on customer contentment is that greater customer satisfaction can lead to greater competitive place, greater market stake and cost-effectiveness, saving in cost elasticity and etc. (Bayraktar, Tatoglu, Turkyilmaz, Delen, & Zaim, 2012; Torres & Tribo, 2011).

RESEARCH PROBLEM

In today's business world, loyalty is a challenging expectation of the company from its buyers, customers, users or consumers. Globalized economy and the presence of all brands around the world has pushed a tough competition. Consumers are having wider options for any products with many competitive brands from the same country and from other countries of the world. Tracking their regular customers and following them with their consumptions and patterns of buying has been a common phenomenon for all retail brands and stores. Therefore, this study has observed the research problem to have the conceptual verification for promotion mix impact on creation of brand loyalty in the specific case of KOTON brand, moreover, to justify the importance of different promotion mix elements importance in the process of brand loyalty formation.

RESEARCH OBJECTIVES

- To know different variables of Promotion Mix.
- To measure the Brand Loyalty of consumers towards KOTON brand.
- To assess the importance of Promotion Mix variables with respect to Brand Loyalty.

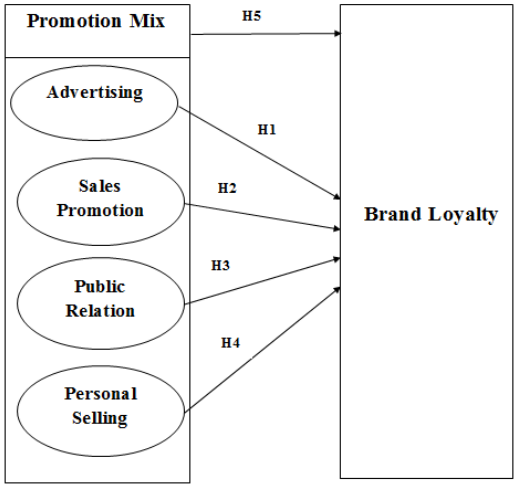

Fig: Conceptual Model Proposed

RESEARCH HYPOTHESIS

H1: Advertising positively impacts the Brand Loyalty formation.

H2: Sales Promotion has the positively increases the Brand Loyalty.

H3: Public Relation and Brand Loyalty is positively related.

H4: Personal Selling enhances Brand Loyalty.

H5: Promotion Mix has the positive contribution increasing Brand Loyalty.

RESEARCH METHODOLOGY

The research has adopted the quantitative research method where the main outcome of research is based on data collected and analyzed using a well-structured survey questionnaire. Though the base of the research is conceptual, which has been taken adopting the qualitative method with extensive literature review from established and published articles and books justifying the promotion mix and brand loyalty concept

for their correlation. Design of the research is descriptive in nature where all data is analyzed and presented descriptively having the presentation of existing concept in the specific case of KOTON brand in Kurdistan. Simple random sampling technique of probability sampling is applied to choose samples for the purpose of this study. Samples are considered as the representative of population and the consumers of KOTON brand products. A particular number of respondents are chosen as sample (size of 216 respondents) considering the concept of power statistics for the application of T-test, correlation and regression statistical analysis with the alpha value .01 and the medium effect assumed. Samples are more than adequate to have the justified analysis by Bradosti and Singh, (2015). A survey instrument has been adopted to collect the data which comprises of two sections; the first section is of demographic information (Gender, Age, Marital Status, Level of Education and Family Income). The second section is related to Sales Promotion activities (Advertising: Item 1 - Item 4; Sales Promotion: Item 5 - Item 8; Public Relation: Item 9 - Item 12, and Personal Selling: Item 13 – Item 16) and Brand Loyalty consisting of Item 17 - Item 21. All conceptual dimensions are measured on 5point Likert scale. The technique of data collection is already cited in existing literature, still has methodically examined the secondary data available through various sources of literature including journal articles, websites, research papers, newspapers and project reports (Singh, 2019). The statistical tests are applied for the testing of data with the validation of concepts using reliability analysis, frequency and percentage distribution of responses, one sample T-test, correlation and regression. The scope of the study is well defined where conceptual scope is promotion mix and brand loyalty, industrial scope which is chosen is KOTON brand, and the geographic scope is taken as the Kurdistan region for the present study.

DATA ANALYSIS

Table-1: Reliability Statistics

Variables	Cronbach's Alpha	No. of Items
Advertising	.676	4
Sales Promotion	.651	4
Public Relation	.601	4
Personal Selling	.424	4
Promotion Mix	.821	16
Brand Loyalty	.897	5
Overall	.843	21

Interpretation: The above table 1 has the reliability value for variables used for forming questionnaire for measuring the concept. Overall reliability for 21 items is .843 and is highly accepted for this study. Promotion Mix and Brand Loyalty have got reliability of .821on 16 items and .897 on 5 item respectively. Variables of Promotion Mix are not having very high reliability, still it is in accepted range as they are higher than .6. Only Personal Selling has a comparatively low reliability of .424 on 4 items.

Table-2: Demography Frequency and Percentage Analysis

Items	Parameters	Frequency	Percentage
GENDER	Male	109	50.5
	Female	107	49.5
AGE	18 years – 25 years	134	62.0
	26 years – 35 years	54	25.0
	36 years – 45 years	22	10.2
	46 years – 55 years	6	2.8
MARITAL STATUS	Single	128	59.3
	Married	88	40.7
QUALIFICATION	Secondary	23	10.6
	Intermediate	56	25.9
	Graduate	92	42.6
	Post graduate	45	20.8
FAMILY INCOME	UP TO $ 1000	55	25.5
	$ 1001 $ 2000	72	33.3
	$ 2001 $ 3000	50	23.1
	$ 3001 $ 4000	30	13.9
	$ 4001 and more	9	4.2
Total		216	100

Interpretation: The above Table 2 displays demography analysis. It shows that out of 216 respondents, 50.5% were male and 49.5% were female respondents. The highest percentage of respondents were from the age group 18-25 years of age i.e. 62%. It is to be noted that 59.3% of the sampled respondents were single while 40.7% were married. About 42.6% of the respondents were graduates. It can also be seen from the table 1 that 33.3% of the respondents have monthly family income between $1000- $2000.

Table-3: Items Frequency and Percentage Analysis

Items	Parameters	Frequency	Percentage
Advertising on TV makes me to buy it	Strongly Disagree	43	19.9
	Disagree	25	11.6
	Neutral	61	28.2
	Agree	65	30.1
	Strongly Agree	22	10.2
Advertising on radio makes me to buy it	Strongly Disagree	56	25.9
	Disagree	80	37.0
	Neutral	57	26.4
	Agree	13	6.0
	Strongly Agree	10	4.6
Advertising in newspapers and magazines makes me to buy it	Strongly Disagree	37	17.1
	Disagree	56	25.9
	Neutral	61	28.2
	Agree	42	19.4
	Strongly Agree	20	9.3
Advertising on the internet makes me to buy	Strongly Disagree	18	8.3
	Disagree	38	17.6
	Neutral	59	27.3
	Agree	71	32.9
	Strongly Agree	30	13.9
Presenting promotional gifts makes me to buy it	Strongly Disagree	13	6.0
	Disagree	32	14.8
	Neutral	61	28.2
	Agree	70	32.4
	Strongly Agree	40	18.5
Providing special discounts makes me to buy it	Strongly Disagree	15	6.9
	Disagree	22	10.2
	Neutral	45	20.8
	Agree	77	35.6
	Strongly Agree	57	26.4
Offering special discounts different occasions make to buy it	Strongly Disagree	16	7.4
	Disagree	21	9.7
	Neutral	48	22.2
	Agree	79	36.6
	Strongly Agree	52	24.1
Promoting through ownership of sports team makes me to buy it	Strongly Disagree	42	19.4
	Disagree	49	22.7
	Neutral	48	22.2
	Agree	52	24.1
	Strongly Agree	25	11.6
Exposure to mass media interviews newspapers make buy it	Strongly Disagree	23	10.6
	Disagree	57	26.4
	Neutral	83	38.4
	Agree	47	21.8
	Strongly Agree	6	2.8
Social activities like charity makes me to buy it	Strongly Disagree	12	5.6
	Disagree	32	14.8
	Neutral	57	26.4
	Agree	65	30.1
	Strongly Agree	50	23.1
Strong positive image in mass media makes me to buy it	Strongly Disagree	15	6.9
	Disagree	35	16.2

	Neutral	88	40.7
	Agree	64	29.6
	Strongly Agree	26	13.5
Information about product through agents makes me to buy it	Strongly Disagree	14	6.5
	Disagree	29	13.4
	Neutral	62	28.7
	Agree	90	41.7
	Strongly Agree	21	9.7
Tele marketing makes me to buy it	Strongly Disagree	61	28.2
	Disagree	54	25.0
	Neutral	48	22.2
	Agree	36	16.7
	Strongly Agree	17	7.9
Marketing by email makes me to buy it	Strongly Disagree	81	37.5
	Disagree	53	24.5
	Neutral	49	22.7
	Agree	23	10.6
	Strongly Agree	10	4.6
Introduced by other customer makes me to buy it	Strongly Disagree	18	8.3
	Disagree	33	15.3
	Neutral	57	26.4
	Agree	80	37.0
	Strongly Agree	28	13.0
Direct sales people make me to buy it	Strongly Disagree	27	12.5
	Disagree	47	21.8
	Neutral	78	36.1
	Agree	41	19.0
	Strongly Agree	23	10.6
I Love the KOTON brand for apparels	Strongly Disagree	30	13.9
	Disagree	19	8.8
	Neutral	49	22.7
	Agree	83	38.4
	Strongly Agree	35	16.2
I love only KOTON brand for apparels	Strongly Disagree	31	14.4
	Disagree	19	8.8
	Neutral	80	37.0
	Agree	56	25.9
	Strongly Agree	30	13.9
I love to buy KOTON in the near future	Strongly Disagree	37	17.1
	Disagree	21	9.7
	Neutral	68	31.5
	Agree	68	31.5
	Strongly Agree	22	10.2
I would actively search for KOTON to buy it	Strongly Disagree	30	13.9
	Disagree	42	19.4
	Neutral	74	34.3
	Agree	48	22.2
	Strongly Agree	22	10.2
I love to buy other products of KOTON	Strongly Disagree	31	14.4
	Disagree	21	9.7
	Neutral	56	25.9
	Agree	73	33.8
	Strongly Agree	35	16.2
Total		216	100

Interpretation: The above table shows the frequency and percentage analysis with 21 items. Table 3 depicts that out of 216 sample respondents selected for the study, most of the respondents agree with the listed items (the highest percentage being 38.4%) by Singh and Bradosti, (2015). However, many of them were neutral as well with the highest percentage being 40.7% for the same.

Table-4: One Sample T-test for Items

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q1 Advertising on TV makes me to buy it	-11.626	215	.000	-1.009	-1.18	-.84
Q2 Advertising on radio makes me to buy it	-24.152	215	.000	-1.736	-1.88	-1.59
Q3 Advertising in newspapers and magazines makes me to buy it	-14.832	215	.000	-1.222	-1.38	-1.06
Q4 Advertising on the internet makes me to buy it	-9.381	215	.000	-.736	-.89	-.58
Q5 Presenting promotional gifts makes me to buy it	-7.463	215	.000	-.574	-.73	-.42
Q6 Providing special discounts makes me to buy it	-4.454	215	.000	-.356	-.51	-.20
Q7 Offering special discounts different occasions make to buy it	-5.006	215	.000	-.398	-.55	-.24
Q8 Promoting through ownership of sports team makes me to buy it	-12.907	215	.000	-1.144	-1.32	-.97
Q9 Exposure to mass media interviews newspapers make buy it	-17.856	215	.000	-1.204	-1.34	-1.07
Q10 social activities like charity makes me to buy it	-6.269	215	.000	-.495	-.65	-.34
Q11 strong positive image in mass media makes me to buy it	-12.962	215	.000	-.875	-1.01	-.74
Q12 Information about product through agents makes me to buy it	-9.217	215	.000	-.653	-.79	-.51
Q13 Tele marketing makes me to buy it	-17.172	215	.000	-1.491	-1.66	-1.32
Q14 Marketing by email makes me to buy it	-22.237	215	.000	-1.796	-1.96	-1.64
Q15 Introduced by other customer makes me to buy it	-8.944	215	.000	-.690	-.84	-.54
Q16 Direct sales people make me to buy it	-13.543	215	.000	-1.065	-1.22	-.91
Q17 I Love the KOTON brand for soft drink	-7.721	215	.000	-.657	-.83	-.49
Q18 I love the only KOTON brand for soft drink	-10.202	215	.000	-.838	-1.00	-.68
Q19 I love to buy KOTON in the near future	-11.036	215	.000	-.921	-1.09	-.76
Q20 I would actively search for KOTON to buy it	-13.072	215	.000	-1.046	-1.20	-.89
Q21 I love to buy other products of KOTON	-8.424	215	.000	-.722	-.89	-.55

Interpretation: One sample T-test is performed on twenty-one items for the purpose of checking the acceptance of items for the study as presented in the table 4. Items got tested with the test value 4 getting agree and strongly agree responses for each item. The outcome shows all items are highly significant with .000 significance value. It shows that responses are highly significant and opinions are close to each other. All items are well qualified to go for the study and next level of statistical tests and analysis.

Table-5: One Sample T-test for Variables

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Advertising	-20.618	215	.000	-1.176	-1.29	-1.06
Sales Promotion	-10.862	215	.000	-.618	-.73	-.51
Public Relation	-16.758	215	.000	-.807	-.90	-.71
Personal Selling	-25.733	215	.000	-1.260	-1.36	-1.16
Promotion Mix	-23.613	215	.000	-.965	-1.05	-.88
Brand Loyalty	-11.943	215	.000	-.837	-.98	-.70

Interpretation: In the process of statistical strengthening procedure, both dimensions and four variables got tested for one sample T-test with the test value 4 by Sherwani and Singh, (2015).The main idea was to test if variables and dimensions formed on items are showing the significant result. It is observed that four variables (Advertising, Sales Promotion, Public Relation, and Personal Selling) are highly significant with the value of .000. Two dimensions; Promotion Mix and Brand Loyalty are also highly significant on the test value 4 as is shown in table 5. So, all four variables and two dimensions are considered for further analysis.

Table 6: Correlation and Regression Analysis

Independent Variable	Dependent Variable	B	Beta	Significance
Brand Loyalty	Advertising	.246	.200	.003
	Sales Promotion	.162	.132	.053
	Public Relation	.321	.220	.001
	Personal Selling	.451	.315	.000
	Promotion Mix	.472	.275	.000

Interpretation: Correlation and regression table presented above as table 6 is the main analysis justifying the conceptualized study taking Brand Loyalty as independent variable and Advertising, Sales Promotion, Public Relation, Personal Selling and Promotion Mix as dependent variables by Singh and Mishra, (2015). All relationships and effect got tested using SPSS 24 and outcome retrieved has been presented as table 6. All tests are in accepted region of significance level of .05. Promotion Mix has shown the highest effect (B) on Brand Loyalty with .472, and the correlation is (Beta) .275. Further, among the four variables, Personal Selling has the highest B value (.451) and Beta .315. Public Relation is the second important variable followed by Advertising with a comparative lower B and Beta, whereas the Sales Promotion has been the least in relationship (Beta) and effect (B) shows the minimum impact on Brand Loyalty.

FINDINGS AND CONCLUSION

The study is conducted to evaluate the efficacy and relationship between promotion mix activities and brand loyalty of the consumers. The study is conducted in Kurdistan (KRG) for the 'KOTON' brand through online structured survey questionnaire takes promotion mix activities as independent variable and brand loyalty as a dependent variable. The study was conducted on 216 respondents which had 50.5% were male and 49.5% were female respondents. The highest percentage of respondents were from the age group 18-25 years of age i.e. 62%. It is to be noted that 59.3% of the sampled respondents were single while 40.7% were married. About 42.6% of the respondents were graduates. It can also be seen from the data that 33.3% of the respondents have monthly family income between $1000- $2000. The reliability value for variables used for forming the questionnaire is measured. Overall reliability for 21 items is .843 and is highly acceptable for the study. Promotion Mix and Brand Loyalty have got reliability of .821 on 16 items and .897 on 5 items respectively. One sample T-test is performed on twenty-one items for the purpose of checking the acceptance of items in the study. Items got tested with the test value 4, getting agree and strongly agree responses for each item. The outcome shows that all items are highly significant with .000 significance value. It shows that responses are highly significant and opinions are close to each other on responses.

In the process of statistical strengthening process both dimensions and four variables got tested for one sample T-test with the test value 4. The main idea was to test if variables and dimensions formed on items are showing the significant result. It is observed that four variables (Advertising, Sales Promotion, Public Relation, and Personal Selling) are highly significant with the value of .000. Two dimensions; Promotion Mix and Brand Loyalty are also highly significant on the test value 4. The Correlation and regression analysis justify the conceptualized study taking Brand Loyalty as independent variable though Advertising, Sales Promotion, Public Relation, Personal Selling and Promotion Mix as dependent variables. All relationships and effect got tested using SPSS 24 and outcome retrieved was presented. All tests are in accepted region of significance level of .05. Promotion Mix has shown the highest effect (B) on Brand Loyalty with .472, and the correlation is (Beta) .275. Further among the four variables; Personal Selling has the highest B value (.451) and Beta .315. Public Relation is the second important aspect followed by Advertising with a comparative lower B and Beta, whereas the Sales Promotion has least value in relationship (Beta) and effect (B) shows the minimum impact on Brand Loyalty.

Conclusion of the study is drawn based on the extensive research and data derived from the findings. The solution for the research problem was to have the conceptual verification for promotion. To justify the importance of different promotion mix elements' importance in the process of brand loyalty formation. Research problem got the solution fulfilling research objectives formulated as the first one was to know different variables of Promotion Mix which were explored in the form of four important variables namely, Advertising, Sales Promotion, Public Relation, and Personal Selling. The second objective framed was to measure the Brand Loyalty of consumers towards KOTON brand, Promotion Mix has shown the highest effect (B) on Brand Loyalty with .472, and the correlation is (Beta) .275. The third objective was to assess the importance of Promotion Mix variables with respect to Brand Loyalty which has also been tested and justified that among four variables, Personal Selling has the highest B value (.451) and Beta .315. Public Relation is the second important variable followed by Advertising with a comparatively lower B and Beta, whereas the Sales Promotion has the least relationship as (Beta) and effect (B) shows the minimum impact on

Brand Loyalty. All hypothesis got tested using correlation regression where all five hypotheses Advertising, Sales Promotion, Public Relation, Personal Selling and Promotion Mix has shown acceptable level of correlation and regression. Therefore, the research concludes that Promotion Mix has a strong correlation and effect on creation of loyalty, where the Personal Selling having the highest importance and Sales Promotion has the least importance in loyalty creation.

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